

**MINUTES OF THE REGULAR MEETING OF THE
TOBACCO USE PREVENTION AND CESSATION EXECUTIVE BOARD
April 19, 2001**

Dr. Greg Wilson, Vice Chairman called the regular meeting of the Tobacco Use Prevention and Cessation Executive Board to order at 1:45 p.m., EST, in Rice Auditorium of the Indiana State Department of Health (ISDH) Building. The following Executive Board members were present for all or part of the meeting:

Dr. Greg Wilson, Vice Chairman (Ex-Officio)
Karla Sneegas, MPH, Executive Director
Alan Snell, MD
Michael Blood, MD
Peggy Voelz
Frank Kenny
Stephen Jay, MD
Richard Huber, MD
J. Michael Meyer
Robert Keen, PhD
Steve Simpson, MD
James Jones
Mohammad Torabi, PhD
Alice Weathers
Dona Roberts for Suellen Reed, EdD (Ex-Officio)
Matt Steward for Steve Carter (Ex-Officio)
Janet Corson for Katie Humphreys (Ex-Officio)

The following Advisory Board members were present for all or part of the meeting:

Arden Christen, DDS (Advisory Board)
Kay Wheeler (Advisory Board)
Diana Swanson, NP (Advisory Board)

The following Executive and Advisory Board members were not in attendance:

Bain Farris
Robbie Barkley
Pamela Peterson-Hines
Patricia Hart
Cecelia Bordador (Advisory Board)
Heather McCarthy (Advisory Board)
Bennett Desadier, MD (Advisory Board)
Steve Montgomery (Advisory Board)
Olga Villa Parra (Advisory Board)
Nadine McDowell (Advisory Board)
Robert Arnold (Advisory Board)
Diane Clements (Advisory Board)
Kate Taylor (Advisory Board)

Steven Guthrie (Advisory Board)
Kiki Luu (Advisory Board)

Agency staff in attendance:

J.D. Lux, Deputy, Director & General Counsel
Phil Lehmkuhler, Director of Contract Administration
Becky Haywood, Administrative Assistant

Others in attendance:

Mary Lay, IU Indiana Prevention Resource
Roger Morris, IU Indiana Prevention Resource
Sally Fleck, Department of Mental Health
D. Henkel, Shank Public Relations Counselors
David Shank, Shank Public Relations Counselors
Penny Davis, Indiana State Excise Police
Steve Anderson, Indiana State Excise Police
Louise Polansky, Department of Mental Health
Darla Shields, MZD Advertising
Harry Davis, MZD Advertising
Sharon Shotts, MZD Advertising
Dr. Rick Markoff, STAR Alliance
Grant Monohan, Indiana Retail Council
Mitz Hurst, Martin University
Phyllis A. Carr, Martin University
Angela Holloway, Indiana University
Terry Zollinger, IU Bowen Research Center
Becky Tuttle, Marion Co. Health Dept.
Debi Hudson, IU Nicotine Dependence Program
Ann Blackmer, Blackmer & Blackmer
Shirley Lindsey, Bloomington Hospital
Joe Hunt, ISDH
Rob Clark, ISDH
David Bozell, Department of Mental Health
Derek Sublette, Baker & Daniels
Deborah Mallah, MZD Advertising
Paul Knapp
Sandy Cummings, Marion Co. Health Dept.
Julie Gries, Department of Mental Health Margaret Davidson, MZD Advertising
Willard Mays, Department of Mental Health
Jason Zickler, MZD Advertising
Rochelle Davis, Indiana Minority Health Council
Marco Dominguez, Shank Public Relations Counselors
John Viernes, Department of Mental Health Kelly Alley, Smoke Free Indiana
Dr. Richard Feldman, St. Frances Hospital
Mike Pitts, IPCA (Indiana Petroleum)
Jeff Stutesman, INAN, Indiana Newspaper Advertising Network

Dr. Wilson gave opening remarks and called for approval of the minutes of the March meeting. Minutes were approved with a question from Dr. Huber regarding the action taken by the Board on support of a bill to increase the cigarette tax. To clarify the Board action, members voted to not pursue action on a cigarette tax in March based on the status of current legislation, not based on a lack of support for the research that shows that higher prices of cigarettes results in lower smoking initiation among children and increased cessation by adults.

Karla Sneegas introduced two new staff members, Becky Haywood, Administrative Assistant and Phil Lehmkuhler, Director for Contract Administration. She reported that the agency has posted the Director of Fiscal Operations position and will be posting the next three positions, Director of Community Programs, Media and Communications Director and Program Evaluation Director after the descriptions are finished.

Karla Sneegas and J.D. Lux gave an update on recent agency/board activities. related to supporting a proposal to increase the cigarette tax by 50 cents per pack. A news conference in support of this cigarette tax was held on April 18. The board's objectives and goals related to reducing smoking among adults and preventing smoking initiation among youth would be drastically impacted by an increase in price of 50 cents per pack. Statistics were given. This would have a phenomenal impact on the 2005 objectives that the board has in its long-range plan. Mrs. Sneegas thanked Dr. Wilson, Bobby Keen and Dr. Feldman for speaking at the news conference and the members of the supporting organizations that were in attendance. Please note in the press packet the list of organizations in support of the 50-cent cigarette tax increase.

Karla Sneegas read the proposed resolution for consideration by the Board. A motion to adopt the proposed resolution was made by Dr. Torabi and seconded by Dr. Jay. A question was raised about the intent of the resolution. The intent is to let legislators know the public health benefits of an increased cigarette tax. Jim Jones made a motion to amend the 8th bullet of the resolution to read "WHEREAS, A proposal has been introduced to the budget leaders" instead of "WHEREAS, Legislation has been introduced". The motion to amend was 2nd by Dr. Torabi and passed. Original motion passed as amended.

An evaluation committee report was given by Dr. Jay. The committee has been working aggressively on two fronts. 1) Draft principals that would guide action of the committee. 2) A series of objectives from earlier board decisions framing the objectives of the overall plan for tobacco control. Progress has been made on defining benchmark data, specificity of objectives, what is going to be measured and how it's going to be measured, with the technical details. This will be brought back in the form of a final set of principals and objectives with measurable outcomes by our next meeting.

A long range planning committee report was given by Peggy Volez. In this meeting the report will focus on one area of long-range plan. The committee has proposed our own Indiana Best Practice Model that incorporates several ideas from several states and also

CDC's Best Practices. A good program cannot change social norms by working from the top down. It has to come from the bottom up. The Indiana proposed model falls into four priority categories. 1) Strong Community based partnerships including diverse partnerships (in all 92 counties); 2) Protecting Hoosiers from environmental tobacco smoke; 3) Reducing youth initiation and access; and 4) Promoting and using cessation resources. All four areas must act together. Mrs. Volez reviewed the community based programs chart. The community program chart includes the following categories:

- Assessment, surveillance and evaluation
- Community action which includes public education and awareness
- Voluntary policy change
- Public policy change and enforcement

Karla Sneegas added that this only represents one piece of community based programs. In addition the committee would be looking at a complimentary piece directed at minority health initiatives. A third category might include other monies for regional or state or local community based programs to support the local and minority based programs. This forms the state infrastructure. Additionally, competitive funding would be provided for pilot projects and programs.

The committee has discussed the need to train local communities before they write their proposal. One of the resources available to us is the American Cancer Society's program, "The Communities of Excellence". The whole purpose of this program is to help get communities ready to do a comprehensive tobacco control program at the local level. The ACS at the national level is willing to work with us to help us design a training program to do regionally.

Dr. Jay urged that some consideration be given to broaden the stakeholders. Karla Sneegas stated that while Communities of Excellence was developed by ACS, it does not have to be done through the ACS. ACS National is offering to help with the training. A copy is available if anyone wants to take a look at it.

J. Michael Meyers stated that he is concerned about how are we going to get people excited and how are we going to market the local program? Karla Sneegas explained that we might have to go back and do this training more than once. Mrs. Sneegas explained that the beauty of having this kind of process is that because you assess where you are, your assessment drives what you do for your work plan.

Peggy Volez stated that we do not see the same organization running the each coalition in every county.

Dr. Simpson asked if we said we would have a representative or staff member in each county (all 92 counties). Karla Sneegas stated that, as part of the grant the community could hire a staff person. The agency will be hiring regional program staff to oversee contracts. Dr. Simpson recommended that regional directors be located in their areas.

Dr. Huber asked if our funding could go to an agency covering the whole state. Peggy Volez said that the number one goal of this local community based idea is that every area in the state be represented and have a good community coalition. She stated that in local communities, it is not always the same organization that is best suited to coordinate the local program.

Robert Keen said the committee has done an excellent job. The chart is user friendly – and he commends the committee - again, you’ve done a great job.

Dr. Huber noted an error on page number one of the Best Practices sheet where it makes mention of five bullet points when there are only four. Peggy Volez noted that the error had been caught and would be corrected.

Karla Sneegas stated that there would be a companion piece to address eliminating health disparities in minority communities. It will also address building diverse partnerships. Dr. Wilson stated that Department of Health has an Office of Minority Health and he has encouraged his state to work close with Karla Sneegas to coordinate our efforts. J. Michael Meyer asked when we might move on this, do we have a time frame?

Peggy Volez said, hopefully we would like to be in the training process in June. Karla Sneegas said it would be useful if board could let staff know of any kinds of meetings that involve a lot of different organizations that are going on in June so that training dates could be set as soon as possible.

Dr. Snell asked that members go back into your communities and ask what the programs, key contacts and organizations are in the community. Peggy Volez said, “Do your homework!” Please send any information or contacts to Karla Sneegas.

Diana Swanson, Advisory Board, asked if there were any plans in place to let counties know about the community-based program. Karla Sneegas said that they would start by working through existing groups that they have met with. Ms. Swanson asked who will be responsible for getting the information out?” Mrs. Sneegas said that staff would contact organizations. Dr. Jay stated that most organizations have existing communications networks and communications pieces that are going out.

Peggy Volez noted the next Long Range Planning meeting is May 8th from 10 a.m. to noon at the American Heart Association on Guion Road.

J.D. Lux gave an agency update on two things. 1) An agreement has been secured with the ISTA (Indiana State Teachers Association) building, 4th floor. 2) The media Broad Agency Announcement is “out on the street” as of this morning. A copy can be found on the DOA (Department of Administration) website at www.in.gov/idoa/proc/index.html. Once you get to that page, click on current solicitation opportunities. The first deadline is for questions submitted to the Department of Administration. The 2nd deadline is for proposals.

Dr. Huber asked when the Board would take action on the Media proposals? J.D. Lux responded that our goal was to get a contract in place by July 1.

Karla Sneegas announced that Robert Keen had agreed to oversee the new “Review Process Committee” for the review of proposals.

Karla Sneegas and the Board gave a heartfelt thanks to Tami Barrett of ISDH for everything she has done for the board. Dr. Wilson said that they have enjoyed having J.D. and Karla at the Health Department and hate to see them go.

Dr. Jay gave a brief special report on a meeting that he attended in Louisville with David Kessler, former Commissioner of the FDA, and Roger Cossack who is the legal counsel for CNN. The format was a dialogue regarding the Question of Intent, which is the title of Dr. Kessler’s book, which addresses the incredible saga of the effort by the FDA to regulate nicotine as a drug. The meeting was televised and will likely appear on PBS (the decision has not been made) and a tape will be available. Dr. Jay will get a copy of the tape to Karla when he receives it for those who want to look at this rare insight. He was impressed with the turnout in Kentucky and they were grateful that the State of Indiana was represented.

Sally Fleck from the Department of Mental Health gave a presentation on “Afternoons Rock in Indiana”. Handouts included a report on the base line measures of substance abusive prevention system, done by the University of Illinois. Prevention programs to reduce youth smoking would not work without partnerships. Partnerships in prevention: Alcohol – Tobacco – other drugs

- ❖ After school prevention programs
- ❖ Grass roots
- ❖ Technical assistance through IU
- ❖ Statewide prevention

She stated that there are three critical hours in the afternoon. Most youth start smoking between 6th and 9th grade. Middle school is the key area to reach. Their direct program impacts 15,000 youth. Ms. Fleck suggested:

- Prevention works. You should target youth, work with families, keep things local.
- Should allocate money to each county.
- Increase training of teachers and youth.
- Multiple agencies need to be involved.

In closing, Sally Fleck said, “According to an evaluator when school is out, what parents say they want in after school programs is supervision and enrichment. What the public seems to be looking for is learning, prevention, guidance and safety. What the kids say they want is fun, friends, voice and choice.”

Mr. Jones asked the question on effectiveness of training, “should we share evaluations?” Dr. Jay said there’s a lot of exciting stuff going on, let’s not duplicate. Sally Fleck stated this all comes from federal funding, there are no state dollars in this program. Dr. Jay asked if there was some way discussion could be held to coordinate allocation of

resources? Ms. Fleck said they were inviting Karla Sneegas to sit on the executive committee of their advisory panel. Mrs. Sneegas said the agency has met with all state agencies to coordinate funding.

Frank Kenny asked “How often do the kids meet from 3 p.m. to 6 p.m.?” Sally Fleck said it’s a 40-hour program consisting of 15 meetings. Mr. Kenny asked if it was volunteer based. Sally Fleck said, “yes – the parents and the children choose”. Dr. Huber noted that he had never heard of the program.

Dr. Wilson noted that one of the exciting things about these meetings was that he is learning about a number of programs that he’s never heard of. What we’ve learned is that there are a number of organizations that have built a strong foundation that we can build on over the next year to two years. The Board starts off with a number of effective programs in place.

Announcements:

Karla noted that the Advisory Board met in April. They plan to have a report for the May meeting. Enclosed in the packets you’ll find a copy of an article by Dr. Arden Christen, an Advisory Board Member.

Dr. Blood reported that the boys and girls club in his area had decided to make all 17 acres of their ground tobacco free. Kids were giving adults who smoked on the grounds a ticket to help with enforcement of the policy. Adults were amused but seemed to get the message.

A question was raised concerning the Gaspin ads. Dr. Wilson stated that the current ad campaign that was running was from a previous ad buy and will end fairly soon. The ISDH does not plan to continue this media campaign. He stated that it is important for us to come in with one central message.

Dr. Huber referred back to the minutes. He said there was a motion made in March that the agency work with the Governor’s Office to raise the cigarette tax, and that motion was defeated. Dr. Huber suggested that the minutes from April reflect why the Board is in favor of the cigarette tax. Dr. Wilson said we would add it to the minutes and reflect it in the resolution. Dr. Simpson stated the reasoning for defeating the motion was not that we didn’t support the Governor on the tax issue but that some Board members did not feel there was enough interest at the time for it to be an issue during this legislative session.

Meeting adjourned.